

1 of 2

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	1135P-1205A	SPORTS AUTHRTY	:30	\$1,000.00	10/14-10/14	1 P2	1	1	\$1,000.00	
Rating: 3.0												
	2	SA	7A-730A	LOCAL12NW-SA 7	:30	\$1,000.00	10/13-10/13	1 P1	1	1	\$1,000.00	
Rating: 2.8												
	3	SA	8A-9A	CBS THS MRN:SA	:30	\$1,400.00	10/13-10/13	1 P1	1	1	\$1,400.00	
Rating: 3.8												
	4	TU	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/09-10/09	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	5	W	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/10-10/10	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	6	F	1135P-1235A	D LETTRMAN	:30	\$1,200.00	10/12-10/12	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	7	TH	8P-9P	BIG BANG/2.5 MEN	:30	\$10,000.00	10/11-10/11	1 P2	1	1	\$10,000.00	
Rating: 10.8												

Rep Order# 9836879 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/05/2012 11:24 AM
Last Received: 10/05/2012 11:11 AM
Showing Buylines: All Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product NRA
Estimate# 3316
Buyer AMAG MediaAssistant
Phone#
Fax#

Agency () AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 137/490/3316
Flight Dates 10/08/2012 - 10/14/2012
Hiatus Weeks

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	9	SU	1P-4P	NFL: BENGALS	:30	\$40,000.00	10/14-10/14	1 P1	1	1	\$40,000.00	

Rating: 32.0

---REPORT TOTALS---

Report Totals: 8 / \$57,000.00

---SALES MONTHLY TOTALS---

Oct 12: 8 / \$57,000.00

Sales Totals: 8 / \$57,000.00

Station Totals: 8 / \$57,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$104,818	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	7%
		WKRC	54%	WLWT	17%	WSTR	0%	WXIX	20%		

Books null
Demos RA35+

ORDER

Orders	Order / Rev:	64044
	Alt Order #:	09836879
	Product Desc:	NRA
	Estimate:	3316
	Flight Dates:	10/08/12 - 10/14/12
	Original Date / Rev:	10/05/12 / 10/05/12
	Order Type:	GENERAL

Primary AE:	Local 12 WKRC-TV
Sales Office:	Millennium Washington DC
Sales Region:	MNAT
	National

Agency	Name:
	Buying Contact:
	Billing Contact:
	815 Slaters Lane
	Alexandria, VA 22314
	American Media & Advocacy

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	National Rifle Association
	Demographic:	H/H
	Product Codes:	Issues/Propositions
	Priority:	P-2
	Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	8	\$57,000.00	\$48,450.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$57,000.00	\$48,450.00	0.00%
Totals	8	\$57,000.00	\$48,450.00	0.00%

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	54%	\$57,000.00
Market	100%	\$105,555.56

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	2%	\$2,111.11
WCPO	7%	\$7,388.89
WLWT	17%	\$17,944.44
WSTR	0%	\$0.00
WXIX	20%	\$21,111.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/14/12	10/14/12	Sun 1135p-1205a Sun 1135p-1205a	CM	11:35 PM-12:05 XI	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
SPORTS AUTHRTY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/08/12	10/14/12	-----S	1	\$1,000.00	0.00								
E 2	WKRC	10/13/12	10/13/12	6a-8a Local 12 News Sat 6a-8a Local 12 News Sat	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
LOCAL12NW-SA 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/08/12	10/14/12	-----S-	1	\$1,000.00	0.00								
E 3	WKRC	10/13/12	10/13/12	CBS This Morning Saturday Saturday Early Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S-	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00

CBS THS MRN:SA

